Li Chen

Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
Cornell University
327 Sage Hall, Ithaca, NY 14853
(650) 218-3350 • li.chen@cornell.edu

PROFESSIONAL EXPERIENCE

Academic Positions

Cornell SC Johnson College of Business, Cornell University

Emerson Professor of Manufacturing Management (Permanent Chair) 11/2023 – Present
Area Chair for Operations, Technology, and Information Management Area 07/2022 – Present
Interim Director of Graduate Studies in Management (Johnson School) 07/2022 – 12/2022
Professor (Johnson School) 07/2021 – Present
Breazzano Family Term Professor of Management (Johnson School) 07/2019 – 06/2024
Associate Professor (Johnson School) 07/2015 – 06/2021

Faculty Fellow, Cornell Center for Data Science for Enterprise and Society, 09/2025 – Present
Faculty Fellow, Cornell Institute of Healthy Futures 04/2016 – Present
Faculty Fellow, FinTech at Cornell 01/2022 – 12/2025

The Fuqua School of Business, Duke University

Associate Professor 07/2012 – 06/2015
Assistant Professor 07/2008 – 06/2012

Haas School of Business, University of California
Visiting Scholar 11/2018 – 12/2018
Operations Research, Cornell Tech
Visiting Scholar 09/2018 – 11/2018
Graduate School of Business, Stanford University
Visiting Scholar 05/2015 – 08/2015

Industry Positions

TrueDemand Software, Los Gatos, CA
Cofounder and Lead Scientist 09/2004 – 03/2008
Walmart.com, Brisbane, CA
Supply Chain Consultant 06/2004 – 09/2004
IBM Almaden Research Center, San Jose, CA
Research Intern 09/2003 – 12/2003
IBM Watson Research Center, Yorktown Heights, NY
Research Intern 06/2003 – 09/2003
Rockwell Semiconductor (Conexant) Systems, Newport Beach, CA
Systems Engineer 04/1998 – 08/1999

EDUCATION

Ph.D. Management Science and Engineering, Stanford University, June 2005
M.S. Electrical Engineering, University of California, Santa Barbara, December 1996
B.S. Engineering, Shanghai Jiao Tong University, July 1993

AWARDS AND HONORS

Cornell-Tsinghua Finance MBA Best Teaching Award 2022, 2023
Cornell Johnson School Faculty Research Award 2022
Cornell Johnson School Clifford H. Whitcomb Faculty Fellow 2016
Cornell Johnson School Teaching Honor Roll 2015-17, 2022-25
Meritorious Service Award, *Management Science* 2013
Meritorious Service Award, *Manufacturing & Service Operations Management* 2010, 2015, 2017
CSAMSE Best Paper Competition, Third Place 2009, Second Place 2014, Third Place 2016
Honorable Mention Award, M&SOM Student Paper Competition 2003
Stanford School of Engineering Fellowship 1999

JOURNAL PUBLICATIONS

1. Chen, L., H.L. Lee, S. Yao. 2026. Tariffs and supply chain diversification under scale economies. ***Production and Operations Management***. Accepted.
   - Research featured in Insights by Stanford Business, January 16, 2026: https://www.gsb.stanford.edu/insights/how-fast-fashion-stays-fresh-adapts-us-tariffs

2. Chen, L., Y. Cui, J. Liu, X. Liu. 2026. Bonus competition in the gig economy. ***Production and Operations Management***. 35(5) 1729-1746.
   - Research featured in Cornell Chronicle, November 13, 2025: https://news.cornell.edu/stories/2025/11/platforms-relying-gig-workers-bonuses-can-be-double-edged-sword

3. Chen, L., H.L. Lee, S. Yao. 2026. Ultra-fresh fashion: Creating demand with freshness and agility. ***Management Science***. 72(4) 3371-3389.
   - Research featured in Insights by Stanford Business, January 16, 2026: https://www.gsb.stanford.edu/insights/how-fast-fashion-stays-fresh-adapts-us-tariffs
   - Research featured in Cornell Chronicle, August 21, 2025: https://news.cornell.edu/stories/2025/08/ultra-fresh-fashion-reshapes-industry-cost-environment

4. Chen, L., S. Mankad. 2025. A structural topic and sentiment-discourse model for text analysis. ***Management Science***. 71(7) 5767-5787.
   - An R package named STS based on the paper is publicly available at the CRAN website: https://cran.r-project.org/web/packages/sts/index.html
   - Vignette for the R package: "Unpacking sts: An R package for structural topic and sentiment-discourse models."

5. Liu, X., L. Luo, L. Chen, T. Choi. 2025. A punctuated equilibrium model of supply chain recovery and resilience: After a complete shutdown. ***Journal of Supply Chain Management***. 61(2) 106-123.

6. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh strategies with ultra-agile supply chains. ***Management and Business Review***. 4(3&4) 41-47.

7. Yan, X., L. Chen, X. Ding. 2024. Optimal cash management with payables finance. ***Operations Research***. 72(5) 1806-1826.

8. Chen, L., A.M. Davis, D. Kim. 2024. Predicting mean and variance in inventory order decisions. ***Decision Sciences***. 55(4) 346-362.

9. Chen, L., H.L. Lee, C.S. Tang. 2022. Supply chain fairness. ***Production and Operations Management***. 31(12) 4304-4318.

10. Bae, J., L. Chen, S. Yao. 2022. Service capacity and price promotion wars. ***Management Science***. 68(12) 8557-8772.

11. Chen, L., Y. Papanastasiou. 2021. Seeding the herd: Pricing and welfare effects of social learning manipulation. ***Management Science***. 67(11) 6734-6750.

12. Chen, L., S.-H. Kim, H.L. Lee. 2021. Vehicle maintenance contracting in developing economies: The role of social enterprise. ***Manufacturing & Service Operations Management***. 23(6) 1651-1668.

13. Chen, L., Y. Cui, H.L. Lee. 2021. Retailing with 3D Printing. ***Production and Operations Management***. 30(7) 1986-2007.

14. Chen, L. 2021. Fixing phantom stockouts: Optimal data-driven shelf inspection policies. ***Production and Operations Management***. 30(3) 689-702.

15. Chen, L., S. Yao, K. Zhu. 2020. Responsible sourcing under supplier-auditor collusion. ***Manufacturing & Service Operations Management***. 22(6) 1234-1250.

16. Chen, L., C. Wu. 2019. Open-loop policies in Bayesian dynamic pricing: Some counter-intuitive observations and insights. ***Operations Research Letters***. 47(5) 331-338.

17. Chen, L., H.L. Lee. 2017. Sourcing under supplier responsibility risk: The effects of certification, audit, and contingency payment. ***Management Science***. 63(9) 2795-2812.

18. Chen, L., J-S. Song, Y. Zhang. 2017. Serial inventory systems with Markov-modulated demand: Derivative bounds, asymptotic analysis, and insights. ***Operations Research***. 65(5) 1231-1249.
    - An earlier version won the third place in the best paper competition at CSAMSE 2016.

19. Chen, L., A.J. Mersereau, Z. Wang. 2017. Optimal merchandise testing with limited inventory. ***Operations Research***. 65(4) 968-991.

20. Chen, L., B. Hu. 2017. Is reshoring better than offshoring? The effect of offshore supply dependence. ***Manufacturing & Service Operations Management***. 19(2) 166-184.
    - Featured article of the journal issue.
    - Editor's picks in INFORMS ICYMI newsletter July 2017.

21. Chen, L., S. Yucel, K. Zhu. 2017. Inventory management in a closed-loop supply chain with advance demand information. ***Operations Research Letters***. 45(2) 175-180.

22. Chen, L., W. Luo, K. Shang. 2017. Measuring the bullwhip effect: Discrepancy and alignment between information and material flows. ***Manufacturing & Service Operations Management***. 19(1) 36-51.
    - An earlier version won the second place in the best paper competition at CSAMSE 2014.

23. Chen, L., G. Kok, J. Tong. 2013. The effect of payment schemes on inventory decisions: The role of mental accounting. ***Management Science***. 59(2) 436-451.

24. Chen, L., H.L. Lee. 2012. Bullwhip effect measurement and its implications. ***Operations Research***. 60(4) 771-784.
    - An earlier version won the third place in the best paper competition at OCSAMSE 2009.

25. Chen, L. 2010. Bounds and heuristics for optimal Bayesian inventory control with unobserved lost sales. ***Operations Research***. 58(2) 396-413.

26. Chen, L., H.L. Lee. 2009. Information sharing and order variability control under a generalized demand model. ***Management Science***. 55(5) 781-797.

27. Chen, L., E. Plambeck. 2008. Dynamic inventory management with learning about the demand distribution and substitution probability. ***Manufacturing & Service Operations Management***. 10(2) 236-256.
    - An earlier version won honorable mention in M&SOM student paper competition 2003.

BOOK CHAPTERS

28. Chen, L., R. Zhu. 2026. Data-driven dynamic pricing in operations management. *Handbook of Pricing Research in Marketing, Second Edition*. Ed. V. Rao and K. Sudhir. Edward Elgar Publishing, Cheltenham. Accepted for Publication.

29. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion and sustainability. *Responsible and Sustainable Operations: The New Frontier.* Ed. Chris S. Tang. Springer, New York.

30. Chen, L., H.L. Lee, C.S. Tang. 2022. Fair price, fair trade, and fair pay in supply chains. *Creating Values with Operations and Analytics*. Ed. H. Lee, R. Ernst, A. Huchzermeier, and S. Cui. Springer, New York.

31. Chen, L., H.L. Lee. 2021. Supply chain compliance. *Cambridge Handbook of Compliance.* Ed. D. Daniel Sokol and Benjamin van Rooij. Cambridge University Press, Cambridge.

32. Chen, L., Y. Cui, H.L. Lee. 2019. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. Saibal Ray and Shuya Yin. Springer, New York.

33. Chen, L., H.L. Lee. 2017. Modeling and measuring the bullwhip effect. *Handbook of Information Exchange in Supply Chain Management*. Ed. Albert Y. Ha and Chris S. Tang. Springer, New York.
    - Lead chapter of the book.

34. Chen, L., A.J. Mersereau. 2015. Analytics for operational visibility in the retail store: The cases of censored demand and inventory record inaccuracy. *Retail Supply Chain Management: Quantitative Models and Empirical Studies*. 2nd edition. Ed. Narendar Agrawal and Stephen A. Smith. Springer, New York.

WORKING PAPERS

1. Chen, L., Z. Lian, S. Yao. 2026. Consumer status signaling, wealth inequality and the dupe economy. In preparation for submission to *Production and Operations Management*.

2. Chen, L., J. Wang, X. Yan. 2026. Birdbnb: Data-driven mechanism design for migrating bird habitat Rentals. In preparation for submission to *Management Science*.

3. Chen, L., X. Chen, M. Qi. 2026. Data-driven contextual pricing with semi-parametric models. In preparation for submission to *Management Science*.

4. Chen, L., J. Li, J. Wang. 2026. A variational inference method for Bayesian dynamic control. In preparation for submission to *Management Science*.

5. Chen, L., D. Ge, J. Liu, R. Zhu. 2026. LLM-based preference learning with indifference data. In preparation for submission to *Management Science*.

6. Chen, L., T. Dotzel, N. Yang. 2025. Repeated customer interactions in service encounter cascades. In preparation for submission to *Production and Operations Management*.
   - An earlier version won the Best in Track Paper for the *Perspectives from the Front Line* track at the AMA Summer Academic Conference 2025.

7. Chen, L., J. Li, C. Wu. 2025. Bayesian dynamic pricing with unknown customer willingness-to-pay and limited inventory. In preparation for submission.

OTHER PUBLICATIONS

1. Ramachandran, B., L. Chen. 2012. Method for managing and controlling stability in business activity monitoring and management systems. *US Patent* 8126762.
2. Chen, L., E. and Plambeck. 2004. Dynamic Bayesian quantity control when some customers will accept a substitute. *Manufacturing & Service Operations Management*. 6(1) 103-106.
   - Extended abstract for finalist in M&SOM student paper competition 2003.
3. Chen, L., K.T. Chu. 2003. Method and apparatus for quick startup in a half-duplex modem system. *US Patent* 6560321.
4. Chen, L., F. Aminian, K.T. Chu. 2002. System and method of validating equalizer training. *US Patent* 6445734.
5. Chen, L., R. Smith., G. Dullerud. 1998. A linear perturbation model for a nonlinear system linearized at an equilibrium neighborhood. *Proceedings of 37th IEEE Conference on Decision and Control*.
6. Chen, L., R. Smith. 1998. Closed-loop model validation: An application to an unstable experimental system. *Proceedings of American Control Conference*, *June 1998*.
7. Chen, L., R. Smith. 1997. Closed-loop model validation for an inverted pendulum experiment via a linear matrix inequality approach. *Proceedings of 36th IEEE Conference on Decision and Control*.

TEACHING CASES

1. AB InBev 2020. Cornell Johnson case.
2. Cocaine Supply Chain: Interdiction and Destabilization Strategies 2012. Duke Fuqua case.
3. Kaibo Engineering Group Corporation: Project Procurement in Libya 2010. Duke Fuqua case.

COURSES TAUGHT

Managing Operations (FMBA core course)
Supply Chain Analytics (MSBA half-semester elective)
Supply Chain Analytics (MBA half-semester elective)
Supply Chain Strategy (MBA half-semester elective)
Strategic Operations Immersion Practicum (MBA full-semester immersion)
Supply Chain Strategy (EMBA elective)
Supply Chain Management (MBA full-semester elective)
Managerial Spreadsheet Modeling (MBA half-semester elective)
Operations Management (MPS half-semester elective)

Foundations of OM I: Demand Forecasting and Inventory Theory (PhD course)
Data Analytics in OM (PhD course)

DISSERTATION COMMITTEES

Committee Chair

Current	Xiangyin Chen (Cornell, PhD)
2024	Xiaoyue Yan (Cornell, PhD), Lundquist College of Business, University of Oregon
	Best Doctoral Dissertation Award at the Supply Chain Analytics Institute, June 2024
2022	Zhen Lian (Cornell, PhD), Yale School of Management, Yale University
2020	Junhyun Bae (Cornell, PhD), The College at Brockport, SUNY; Oakland University
	Shivank Goel (Cornell, MS), Amazon, Seattle, WA
2019	Chengyu Wu (Duke, PhD), T-Mobile, Seattle, WA

Committee Member

2025	Rakesh Allu (Cornell, PhD)
2024	Yuan Cheng (Cornell, PhD)
	Anugna Gondi (Cornell, PhD)
2023	Wee Kiat Lee (Cornell, PhD)
2022	Rihuan Huang (Cornell, PhD)
2020	Cong Ding (Cornell, PhD)
2015	Zhe Wang (UNC Chapel Hill, PhD)
2013	Saed Alizamir (Duke, PhD)
	Yang Li (Duke, PhD)
	Wei Luo (Duke, PhD)
2012	Jordan Tong (Duke, PhD)
2011	Suri Gurumurthi (Duke, PhD)

SCHOOL COMMITTEE SERVICES

2022-	Cornell SC Johnson College of Business Academic Planning Council
2025-	Cornell ORIE School Faculty Mentor (External)
2024-25	Cornell Johnson School Faculty Policy Committee (Chair)
2023-24	Cornell Johnson School Faculty Policy Committee
2021-23	Cornell Johnson School MSBA Program Committee
2019-22	Cornell Johnson School PhD Committee, OTIM Coordinator
2021-22	Cornell Johnson School SBE Faculty Search Committee
	Cornell Johnson School OTIM Faculty Search Committee
2020-21	Cornell Johnson School OTIM Faculty Search Committee (Chair)
	Cornell Hotel School Faculty Reappointment Review Committee (x2)
2018-19	Cornell Johnson School Faculty Reappointment Review Committee (Chair)
2017-18	Cornell Hotel School Faculty Reappointment Review Committee
	Cornell Johnson School Accounting Faculty Search Committee
	Cornell Tech Marketing Faculty Search Committee
2016-17	Cornell Tech Marketing Faculty Search Committee
2013-15	Duke Fuqua School Faculty Student Engagement Committee

JOURNAL EDITORIAL SERVICES

Production and Operations Management:
Department Editor (2024 – Present)
Senior Editor (2019 – 2024)

Guest Senior Editor (2017 – 2019)

Management Science:

Associate Editor (2025 – Present)

Guest Associate Editor (2020-2022)

Foundations and Trends in Technology, Information and Operations Management:

Associate Editor (2023 – Present)

Service Science:

Associate Editor (2019 – 2023)

Manufacturing & Service Operations Management:

Guest Department Editor (2018 – 2020)

Associate Editor (2018 – 2021)

Operations Research:

Guest Associate Editor (2010)

ACADEMIC FIELD SERVICES

Organizing Committee, Cornell DaiFest Conference in Honor of Jim Dai 2026
Co-Chair, Supply Chain Thought Leaders Roundtable, Cornell and University at Buffalo 2025
Co-Chair, Cornell OTIM Symposium in Honor of Nagesh Gavirneni 2024
Member, M&SOM Responsible Research Award Committee 2023
Organizing Committee and Moderator, Online Doctoral Workshop on Supply Chain Analytics 2022
Co-Chair, M&SOM Society Student Paper Competition 2010
Session Chair, INFORMS Annual Conference 2011-2014, 2017, 2019, 2023-2026
Session Chair, International Workshop on MSOR, Hefei, China 2013
Session Chair, OCSAMSE Annual Conference, Beijing, China 2010
Session Chair, POMS Annual Conference, Vancouver, Canada 2010
Invited Judge, M&SOM Society Student Paper Competition 2011-2014, 2017
Invited Judge, POM Supply Chain College Student Paper Competition 2016-2018
Invited Judge, CSAMSE Conference Best Paper Competition 2012, 2017
Invited Reviewer, M&SOM Conference 2012-2014, 2018

INVITED SEMINAR TALKS

2026	Fudan University, China, School of Management
	Texas A&M University, Mays Business School
	University of Colorado Boulder, Leeds School of Business
2025	Cornell China Center, Beijing
	University of Notre Dame, Mendoza College of Business
2024	University of Texas, Dallas, Jindal School of Management
	George Mason University, Costello College of Business
	Georgetown University, McDonough School of Business
	Shanghai Jiao Tong University, China, Antai College of Economics and Management
	Xi'an Jiaotong-Liverpool University, China, International Business School Suzhou
	China Europe International Business School, China
	Tsinghua University, China, School of Economics and Management
	University of Miami, Miami Herbert Business School
	Harvard University, Harvard Business School
	Dow Chemical Innovation Center, Lake Jackson, Texas
2023	University of Toronto, Canada, Rotman School of Management

	Queen's University, Canada, Smith School of Business
	University of California Berkeley, Haas School of Business
2022	University of California San Diego, Rady School of Management
2021	China Europe International Business School, China
	Chinese University of Hong Kong, CUHK Business School
2019	Wuhan University, China, School of Economics and Management
	Boston College, Carroll School of Management
	University of Florida, Levin College of Law
2017	University of California, Riverside, School of Business Administration
	Pennsylvania State University, Smeal College of Business
	University of British Columbia, Canada, Sauder School of Business
2016	North Carolina State University, Operations Research
2015	University of Texas, Dallas, Jindal School of Management
	Cornell University, Johnson Graduate School of Management
	University of California, Irvine, Merage School of Business
	The Chinese University of Hong Kong, CUHK Business School
	National University of Singapore, NUS Business School
	The University of Hong Kong, School of Business
2014	University of Wisconsin-Madison, Wisconsin School of Business
	McGill University, Canada, Desautels Faculty of Management
2013	New York University, Stern School of Business
	The University of Texas, Austin, McCombs School of Business
	Columbia University, Columbia Business School
	Northwestern University, Kellogg School of Management
	University of Chicago, Booth School of Business
	University of Science and Technology in China, School of Management
	University of Washington, Foster School of Business
2012	University of Southern California, Marshall School of Business
	National University of Singapore, NUS Business School
	Cornell University, Johnson Graduate School of Management
	Washington University in St. Louis, Olin Business School
2011	Stanford University, Department of Management Science and Engineering
	Stanford University, Graduate School of Business
2010	Shanghai Jiao Tong University, China, Antai School of Management
	University of Michigan, Ross School of Business
	University of North Carolina, Department of Statistics and Operations Research
2009	Tsinghua University, China, School of Economics and Management
	Peking University, China, Guanghua School of Management
2008	Nanjing University, China, Department of Management Sciences and Engineering
	Hohai University, China, School of Business
	Chinese University of Hong Kong, Department of Systems Engineering
	Duke University, Fuqua School of Business
	Dartmouth College, Tuck School of Business
	University of Pennsylvania, The Wharton School
	Washington University in St. Louis, Olin Business School
2006	New York University, Stern School of Business
2004	Purdue University, School of Industrial Engineering

WORKSHOP AND CONFERENCE PRESENTATIONS

Supply Chain Thought Leaders Roundtable, WHU, Munich 2026
Mostly OM Workship, Tsinghua University, China 2026
Colorado Winter Operations Workshop, Vail 2025
Cornel Convenes: Sustainable Food Business, New York 2025
New York Ontario Operations Workshop, University at Buffalo 2025
Supply Chain Thought Leaders Roundtable, Cornell University and University at Buffalo 2025
Salzberg Academic Day, Whitman School of Management, Syracuse University 2024
Supply Chain Thought Leaders Roundtable, University of Sao Paulo, Brazil 2024
Michigan Workshop on Unstructured Data and Language Models, Ann Arbor 2024
Gies Supply Chain Management Conference, UIUC 2024
Cornell Hospitality Research Summit, Ithaca 2023
Asia Research Institute Roundtable, University at Buffalo 2023
Stanford GSB OIT and Environmental Sustainability Conference, Stanford 2023
Supply Chain Finance and Risk Management Workshop, Washington University 2017
UNC Kenan-Flagler Junior Faculty Symposium, Chapel Hill 2013
Duke-UNC Operations Management Workshop, Durham 2012

INFORMS Annual Conference 2003, 2005, 2007, 2009, 2011-15, 2017, 2020-21, 2024
M&SOM Annual Conference 2009, 2012-2014, 2017-2018, 2026
POMS Annual Conference 2010, 2014, 2021
INFORMS International Conference 2016, 2018
OCSAMSE Annual Conference 2008-2010
IEEE Conference on Decision and Control 1997-1998

MEDIA INTERVIEWS AND QUOTES

1. Insights by Stanford Business. January 16, 2026. How Fast Fashion Stays Fresh — and Adapts to U.S. Tariffs. https://www.gsb.stanford.edu/insights/how-fast-fashion-stays-fresh-adapts-us-tariffs

2. **Cornell Chronicle**. November 13, 2025. For platforms relying on gig workers, bonuses can be a double-edged sword. https://news.cornell.edu/stories/2025/11/platforms-relying-gig-workers-bonuses-can-be-double-edged-sword

3. **The Wire China**. September 14, 2025. Temu and Shein beat the trade war odds. https://www.thewirechina.com/2025/09/14/temu-and-shein-beat-the-trade-war-odds/

4. **South China Morning Post**. August 29, 2025. Chinese firms adapt as Trump ends US de minimis exemptions for rest of world. https://www.scmp.com/economy/china-economy/article/3323599/chinese-firms-adapt-trump-ends-us-de-minimis-exemptions-rest-world

5. **The Guardian**. August 29, 2025. Does Trump's tariff on small packages mean no more cheap online shopping? https://www.theguardian.com/us-news/2025/aug/29/trump-tariffs-exemption-small-packages

6. **Fortune**. August 29, 2025. Trump's EV tax credit cuts are fueling a U.S. battery surplus that could lead to factory cancellations, 'a poison pill for U.S. manufacturing hopes'. https://fortune.com/2025/08/29/trump-ev-tax-credit-cuts-battery-surplus-us-manufacturing/

7. **AFP News**. August 28, 2025. US ends tariff exemption for small packages shipped globally. https://www.barrons.com/news/small-parcels-in-limbo-as-trump-moves-to-end-us-tariff-exemption-4f4ae693

8. **Marketplace Programs**. August 27, 2025. Here's what the loss of 'de minimis' means for retailers... and your online shopping habit. https://www.marketplace.org/story/2025/08/27/what-the-loss-of-the-de-minimis-exemption-means-for-you

9. **Cornell Chronicle**. August 21, 2025. 'Ultra-fresh' fashion reshapes the industry, with a cost to the environment. https://news.cornell.edu/stories/2025/08/ultra-fresh-fashion-reshapes-industry-cost-environment